

Moving Forward Together: A New Launch for the S.OLIVER GROUP



The S.OLIVER GROUP is relaunching with a brand new look. The redesign comprises the corporate website at www.soliver-group.com, the corporate identity, and corporate design, with employer branding to follow in the next stage. The aim was to strengthen the group's image – and thus also to convey a new self-image.

The S.OLIVER GROUP comprises established, entrepreneurially managed brands. At the same time, as a group of companies, they combine forces and tap synergies. This attitude will also be conveyed by the new group image. For the first time, the group is being given a stand-alone design that provides a neutral platform for all of its brands. In this way, it is clearly differentiated from the design of the founding brand s.Oliver, which was very influential over the appearance of the entire group in the past.

Independent Corporate Design for the S.OLIVER GROUP

The new word mark, set in anthracite and bold, focuses on the strength of the group, from which the employees as well as the brands within the network benefit. It is clear, self-confident, and can be displayed well in all media and channels.

The simple and high-quality website design was created using the primary colors anthracite, shades of gray, and warm taupe, giving visitors to the site insights into the group with inspiring images and documentary photos as well as descriptive texts. The secondary colors from the color families blue, green and orange were inspired by the company values of responsibility, trust, and strength.

More insights and transparency

The cornerstone of the stories on the website are the corporate values and the shared passion that connects employees across all brands and functions: creating responsible fashion for people with character in order to accompany and strengthen their personal lifestyles.

The careers area conveys the positive and open attitude of the S.OLIVER GROUP, which shapes the corporate culture and the way we interact with each other. The focus is on the countless benefits and career opportunities which this multi-brand group offers its employees to enable their individual development. At the same time, the slogan "Create! Don't hesitate." highlights the call to employees not only to actively shape their own future, but also that of the entire company.

Taking responsibility not only for employees but also for the entire value chain is a central component of the corporate philosophy. With an integrated sustainability program based around the topics of supply chain, environmental protection, and product innovations, as well as strong partnerships, the company is actively contributing towards shaping the sustainable development of the fashion world. The sustainability area of the website, which is being successively expanded, makes this development transparent. In doing so, the company value of “responsibility” forms communicative parentheses around sustainability activities at the group level.

On top of this, the news section contains press releases and other insights into current topics and fashion company projects.

Art Direction: Ellen Göbel – Visual Communications

Implementierung: DeepBlue Networks

Photographers: Oliver Helbig (Documentary), Rainer Hosch (Portraits),
Tonmoy Jaber (Supply Chain)

COMPANY INFORMATION

Since it was founded in 1969, the S.OLIVER GROUP has developed into a multi-brand group of companies. Alongside the brands s.Oliver and QS by s.Oliver, the brand portfolio also includes comma, LIEBESKIND BERLIN, and COPENHAGEN STUDIOS. The group employs around 5,100 employees worldwide. Das Markenportfolio umfasst neben s.Oliver und QS auch comma, LIEBESKIND BERLIN und COPENHAGEN STUDIOS. Der Konzern beschäftigt international rund 5.100 Mitarbeitende.

If you have any questions, please contact:

S.OLIVER GROUP

Verena Väth

Teamlead Corporate Communications

Phone: +49-9302-309-9557

E-Mail: verena.vaeth@de.soliver.com

[soliver-group.com](https://www.soliver-group.com)

